

A job, a better job, a better life

WorkFirst

Business Outreach Events Guidelines

February 6, 2003

Introduction	<p>Whether it's an open house, job match, employer breakfast or annual recognition, ensure that your event:</p> <ul style="list-style-type: none">• Stays simple, on track and brief• Is regularly scheduled (i.e. Diversity Task Force Network, HR Forum, Partnership to employment)• Involves employers (from start to finish), job seekers, Legislators (Always invite to present awards), local partners, staff, etc. should be components of annual plan.
Communication Process	<p><u>1) Mail announcement out four weeks in advance to:</u></p> <ul style="list-style-type: none">• Employers/Skills target to business interest• Job-seekers• Staff• Media <p>2) Phone Employers for confirmation one week after the mailing.</p> <p><u>3) Mail reminders one week before the event.</u></p> <p><u>4) Also key:</u></p> <ul style="list-style-type: none">• Press release• Flyer (e-mail and post) for employers and another for job-seekers• Public notices
Find Employers	<p>Identify Available Applicants</p> <ul style="list-style-type: none">• Skills: previous work experience; specialized training; transferable skills• Interests: Industry/Job preferences• Work Characteristics• Shift work• Week-end• Location• Drug testing• Handling of past criminal records• Small/large business

	<ul style="list-style-type: none"> • Location • Other <p>Target Potential Business Customers</p> <ul style="list-style-type: none"> • Jobs that match applicant profiles • Currently hiring <p>Work to build your business involvement through:</p> <ul style="list-style-type: none"> • Established relationships with employers • Human Resource Directors • WorkSource Employer Committees • Job Developers and their business clients • Appropriate Web page leads • Temporary staffing services • Fast Food Business, Etc. • SHRM • Diversity Task Force Network
Prepare Applicants	<ul style="list-style-type: none"> • Identify jobs that match skills and interests • Identify companies that match desired characteristics • Create "targeted" job search list • (Optional) Invite business representative to workshops to talk about company, available jobs, hiring process - "what they are looking for" • Resumes designed around "targeted jobs" • Sample job application completed • Sample interviews conducted • "List of questions" for employer prepared • Review "soft" aspects of process: dress, manners, etc. • Draft "thank-you" notes • Additional "coaching" (e.g. how to respond to any negatives on resume/job application) • Provide all "logistics"
Use Language Employers Like	<p>List benefits to business in marketing materials</p> <p>Emphasizes that the event is:</p> <ul style="list-style-type: none"> • Open to them at no cost ("free" may lessen the perceived value of the event) • Short (for ex., only a two-hour commitment) and centrally located <p><u>List the benefits for employers participation:</u></p> <ul style="list-style-type: none"> • Cost savings • Time savings • Tax credits

	<ul style="list-style-type: none"> • Training options and subsidies • Job-ready applicants for entry-level jobs • Access to applicant resumes, 60-second commercials • Subsidized health care • Retention, transportation and childcare assistance
Staff Roles (Before, during & after)	<ul style="list-style-type: none"> • Register (for sign-in) • Greeter (answer questions at the door) • Ad Director (coordinates 60-second commercials, mailings, phone calls, etc.) • Job Fair Coach (helps applicants link w/appropriate employers) - <ul style="list-style-type: none"> • Reviews items in checklist • Assist job seeker in making contacts • Check in - "coach" if they are having difficulties • Follow-up on their employer contacts • Collect "Job Fair Passport" - review next steps • Staff guidelines – Pose the question what does a prepared applicant look like? • MC (Master/Mistress of Ceremony) • Guest Speakers(s) • Collect applicant sign-in sheets from employers
Equipment	<ul style="list-style-type: none"> • Banner • Name tents and name tags • Podium/microphone • Sign-in sheets • Six-foot table(s)
Follow-up	<ul style="list-style-type: none"> • Contact participants (follow-up on interviews, job offers, etc.) • Contact employers <ul style="list-style-type: none"> • Hiring information • Feedback on applicant follow-up • Feedback on overall process
Other considerations	<ul style="list-style-type: none"> • Present award to employer for a previous hire, have employee/participant tell own story, seek local media coverage. • Ask employer partners to furnish refreshment, door prize, marketing materials, seek local media coverage, mentor other businesses who may be interested. • Pre-print nametags and agendas, keep registration simple to ensure quick entry at door.

Part II: Client Preparation Checklist

The top four things employers look for in a jobseeker:

- Jobseekers who **want** to work!
- Jobseekers who **are ready** to work!
- Jobseekers who will **show up and on time** to work!
- Jobseekers who are **eager to learn**!

❖ Soft Skills

Does the jobseeker have a plan for dealing with personal problems while working:

Yes	No	
_____	_____	Childcare
_____	_____	Transportation
_____	_____	Other: _____

The basics

Yes	No	
_____	_____	Does the jobseeker dress appropriately?
_____	_____	Does the jobseeker have an up-to-date success plan?
_____	_____	If needed, has the jobseeker completed a basic job preparations skills course, and can the instructor serve as a reference?

❖ Targeting the appropriate sector

Yes	No	
_____	_____	Has the jobseeker completed a skills and interest assessment?
_____	_____	Has the jobseeker identified acceptable work characteristics (schedule, location, drug testing, acceptable if criminal record, etc.)
_____	_____	Has the following information been provided to the business outreach specialist?
_____	_____	• Industry interests
_____	_____	• Skill Level
_____	_____	• Workplace characteristics
_____	_____	• Targeted Wage
_____	_____	• Cover Letter, Resume, References
_____	_____	Has the jobseeker had an opportunity to research career paths in the targeted industry?
_____	_____	Will the jobseeker accept a job within this industry that is appropriate for her/his skills and abilities?
_____	_____	Does the jobseeker have an understanding of the types of work available in the industry and of the required working conditions (work hours, physical demands, drug and crime history, etc.)?
_____	_____	Has the jobseeker been instructed on using technology tools to identify possible job openings within the desired industry?

❖ Getting a Job

_____	_____	Has the jobseeker been coached on interview techniques
_____	_____	Is the Resume Ready?
_____	_____	• No Typing errors
_____	_____	• Accurate contact information
_____	_____	• One page
_____	_____	• Easily Readable
_____	_____	Has the jobseeker put together a sample application that can be used to fill out other applications?
_____	_____	If there is a need for cover letters, has one been prepared?

_____	_____	Are references available that can support work habits and skills? Is it printed with names, addresses and phone numbers?
_____	_____	Has the jobseeker been provided job leads?
_____	_____	Is the jobseeker ready to interact with employers?
		Has employer contact sheet been completed?

❖ **Keeping a job**

_____	_____	Has the business outreach lead been notified of the placement?
_____	_____	Has the new employee been given information on retention services and post-employment services?

❖ **When someone loses their job and returns to WorkFirst**

		Has the business outreach lead been notified and provided with:
_____	_____	• Name of Company
_____	_____	• Reason for separation
_____	_____	• Any follow-up that staff would like business outreach lead to do with the employer

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